

Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 PA-04 PRS-01 CIAE-00 INR-10

NSAE-00 RSC-01 PM-07 USIA-15 CAB-09 DRC-01 /085 W

----- 067280

R 280845Z JUN 74

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 1646

INFO USDOC WASHDC

DOD WASHDC

FAA WASHDC

DOT WASHDC

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

UNCLAS LONDON 08107

DOD FOR ISA/VADM PEET; COMMERCE FOR OIM/BARRETT

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: FARNBOROUGH INTERNATIONAL 1974 - PRESS PROMOTION AND US AIRCRAFT

REF: (A) LONDON 6012, MAY 15, 1974; (B) STATE 111309, 5/28/74.

1. THE MAY 9 PRESS CONFERENCE, (REF. A) WAS THE FIRST IN A SERIES OF PLANNED PRESS PROMOTIONS TO DESCRIBE AND SUPPORT THE US EXHIBIT IN THE FIRST INTERNATIONAL FARNBOROUGH AIR SHOW IN SEPTEMBER. AS NOTED IN REF. A, THE QUESTION OF PRIME INTEREST TO THE PRESS, ASKED BY H. COLEMAN OF AVIATION WEEK, WAS WHICH US MILITARY AIRCRAFT WOULD BE ON DISPLAY AT FARNBOROUGH. THE EMBASSY'S INABILITY TO BE SPECIFIC ABOUT WHICH US COMPANIES WILL DISPLAY AIRCRAFT VIRTUALLY ENDED ALL QUESTIONS ON THE US DISPLAY.

2. ON JUNE 24, COLEMAN CAME TO A PRESS LUNCHEON AT EMBASSY TO DISCUSS FARNBOROUGH. HE IS AN ENTHUSIASTIC UNCLASSIFIED

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SUPPORTER OF THE US PRESENCE AT THE AIR SHOW AND IS

VERY EAGER TO SEE PROPER REPRESENTATION OF US AIRCRAFT. HE PLANS AN ARTICLE ON THE US PRESENCE FOR THE NEXT ISSUE OF AVIATION WEEK, AND IT SEEMS LIKELY HE WILL PUSH HARD FOR MAXIMUM PRESENCE OF US AIRCRAFT. MR. COLEMAN CITED THE F14 AND F15 FIGHTER PLANES AND THE SR71 AS BEING OF PARTICULAR INTEREST.

3. A SECOND FARNBOROUGH PRESS CONFERENCE WAS HELD AT THE EMBASSY ON JUNE 25 ATTENDED BY REPRESENTATIVES OF THE FOLLOWING NEWSPAPERS AND JOURNALS: AEROSPACE, AIRCRAFT ENGINEERING, AIRCRAFT ILLUSTRATED, DEFENCE, ELECTRONIC ENGINEERING, ELECTRONIC & POWER, ELECTRONICS WEEKLY, ENGINEERING MATERIALS & DESIGN, FLIGHT INTERNATIONAL, INTERAVIA, REUTER, TECH-AIR, THOMPSON NEWSPAPERS, AND WESTMINSTER PRESS. THIS ATTENDANCE WAS PARTICULARLY IMPRESSIVE IN VIEW OF AN IMPORTANT PRESS CONFERENCE CALLED WELL OUTSIDE LONDON, BY THE BRITISH ELECTRONICS FIRM PLESSEY TO ANNOUNCE A THREE-DIMENSIONAL RADAR OF "REVOLUTIONARY DESIGN" EXPECTED TO EARN MILLIONS OF POUNDS FOR THE UK'S BALANCE OF PAYMENTS. EMBASSY PRESS CONFERENCE RELEASES WERE DISTRIBUTED ON THE OVERALL US EXHIBIT AND ON COMPANY AND PRODUCT REPRESENTATION. ONCE AGAIN THE PRINCIPAL QUESTION RAISED BY THE PRESS WAS ABOUT THE STATIC DISPLAYS. OBVIOUSLY THE PRESS BELIEVES THAT THE MOST SIGNIFICANT NEWS ANGLE ON FARNBOROUGH IS AIRCRAFT. THEY CLEARLY RECOGNIZE THAT AT THE FIRST INTERNATIONAL FARNBOROUGH, US AIRCRAFT DISPLAYS WILL BE ONE OF THE MAJOR STORIES. FOR INSTANCE, THE DAILY TELEGRAPH, THE UK'S LARGEST CIRCULATION QUALITY DAILY, IS INTERESTED IN US GOVERNMENT AND INDUSTRY EFFORTS TO SECURE THE 800 FIGHTER AIRCRAFT EUROPEAN MARKET AND HENCE WHICH US FIGHTERS WILL BE AT FARNBOROUGH.

4. IT IS THE EMBASSY'S VIEW THAT A BROAD AND BALANCED REPRESENTATION OF AMERICAN MILITARY AND CIVIL AIRCRAFT IS A VITAL INGREDIENT IN THE PROMOTION OF THE OFFICIAL US EXHIBIT AND THE OVERALL US AEROSPACE INDUSTRY PRESENCE AT FARNBOROUGH AND ESSENTIAL TO SUPPORT SALES IN THE EUROPEAN MARKET. THESE AIRCRAFT WILL MAKE THE US UNCLASSIFIED

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PRESENCE THE NUMBER ONE SPECIAL ATTRACTION AT FARNBOROUGH. THE EMBASSY THEREFORE, REITERATES ITS REQUEST FOR THE SUPPORT OF ALL WASHINGTON AGENCIES, IN PARTICULAR THE DEPARTMENT OF DEFENSE, TO ENCOURAGE AND FACILITATE THE DISPLAY OF US AIRCRAFT. AS PART OF ITS PROMOTION PACKAGE, THE EMBASSY PLANS A SERIES OF PRESS LUNCHEONS AND MEETINGS WITH UK AND INTERNATIONAL PUBLICATIONS, THE NEXT BEING JULY 2. TIMELY DECISIONS, AND

RECEIPT OF INFORMATION, ON US AIRCRAFT TO BE AT FARN-
BOROUGH WILL PROVIDE GREAT OPPORTUNITIES FOR TOP QUALITY
PRESS COVERAGE. THE CLOSER WE GET TO OPENING DAY THE
LESS IMPACT POSITIVE DECISIONS WILL HAVE. ANNENBERG.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LONDON08107
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740171-0917
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974065/aaaaadkp.tel
Line Count: 119
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: (A) LONDON 6012, MAY 15, 1974; (B) S, TATE 111309
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 12 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 JUN 2002 by phillir0>; APPROVED <14 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FARNBOROUGH INTERNATIONAL 1974 - PRESS PRO- MOTION AND US AIRCRAFT
TAGS: BEXP, UK
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005